

Confidential
presentation
property of:

Kurt Jennings



A Brand Evolution

Presentation to Daniel Snyder

Owner of the Washington Redskins

A Brand Evolution

Branding and uniform design recommendations by creative director, Kurt Jennings

Rebranding the Washington Redskins

Design Presentation

Includes:

- Indian brand mark
- Uniform design options
- Merchandise samples
- A new name for the franchise

Heritage

- Kurt Jennings’ design honors the franchise history with:
 - A mascot that continues to be a Native American warrior
 - Use of traditional color palette

Design Evolution

Motif

- Like the compelling uniforms that use a motif on helmets — the horns of the Rams and Vikings, the stripes of the Bengals and the wings of the Eagles — the use of Jennings’ feathers on the helmet stylistically transforms the player

Mascot

- The Indian head has been redesigned to suggest energy and motion
(Compare to the design evolution of the New England Patriots)
- The mascot is also presented on the helmet for a more traditional execution or as an alternate uniform

A New Name

A solution that is a win-win, win, win-win, win, win...

A name that will:

- Honor Native Americans
- Be appreciated by anyone who is sensitive to the use of derogatory names
- Remove the NFL from the cross hairs of politicians who threaten to “revisit” the non-profit status of the NFL
- Be accepted by the US Trademark Office
- Attract new fans on top of a fan base that will remain loyal
- Attract new advertising opportunities from companies that may have elected to not be associated with an organization that has resisted change — that has resisted “doing the right thing”
- Be cheered by sportscasters rather than avoided
- Save Dan Snyder time and money and allow him to focus on the game of football

A Brand Evolution

Motif

Some of the most visually compelling football franchise brands utilize a motif on the helmet that transforms the player into the animal or character



Supporting mascots are not as well known as the helmet motifs

Mascot

Design trend: Examples of mascots/icons that have evolved to add energy by suggesting motion



Motif vs. Mascot

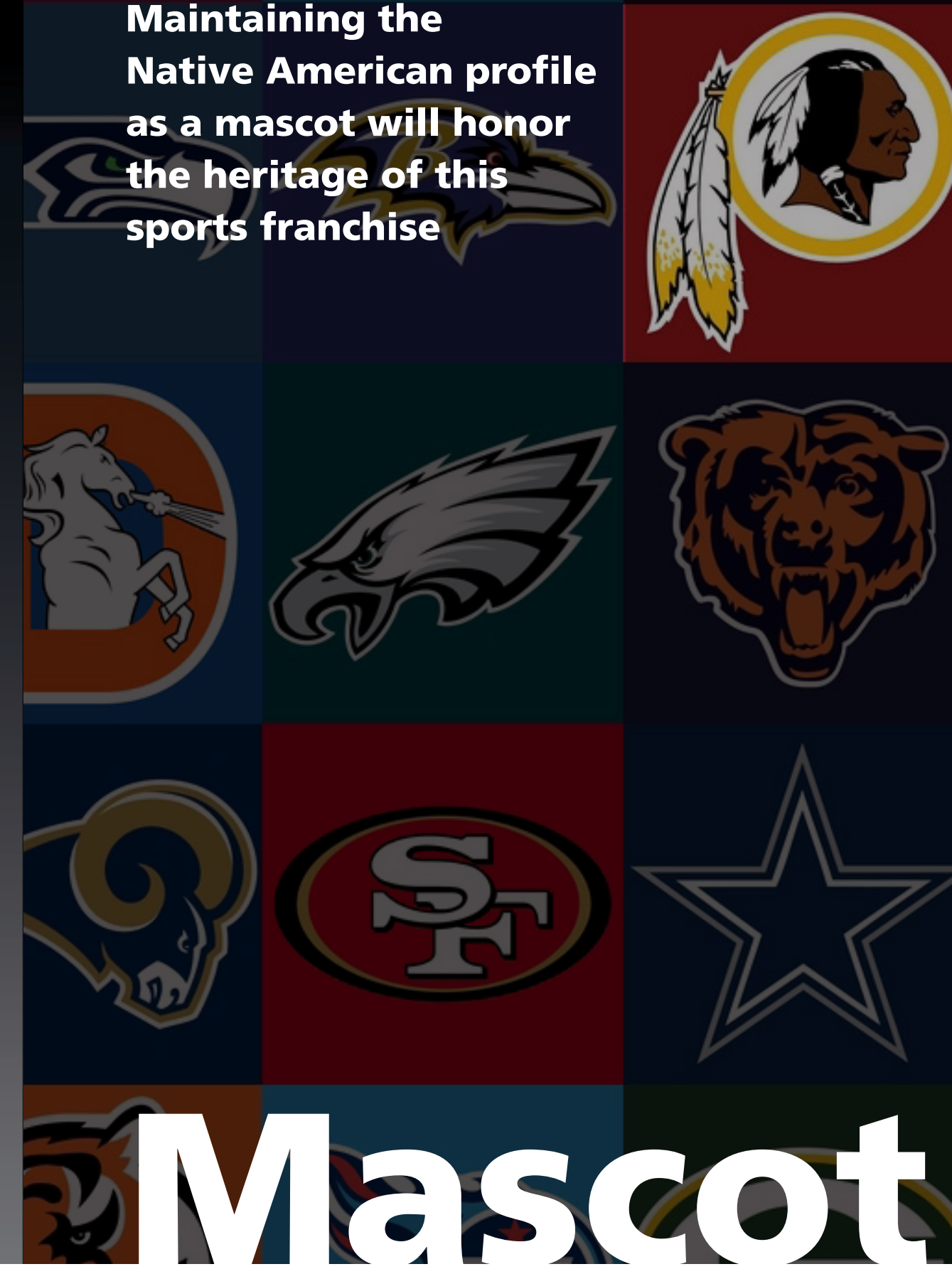
A dynamic feather motif
applied to the helmet
transforms the player into
a Native American warrior



A modern approach – Branding that utilizes a **motif** applied
to the helmet and uniform and a mascot icon as a brand mark

Motif

Maintaining the
Native American profile
as a mascot will honor
the heritage of this
sports franchise



Mascot



An evolution in design – The Native American warrior profile
has been stylized to suggest movement and energy



Helmet utilizing the motif

Motif



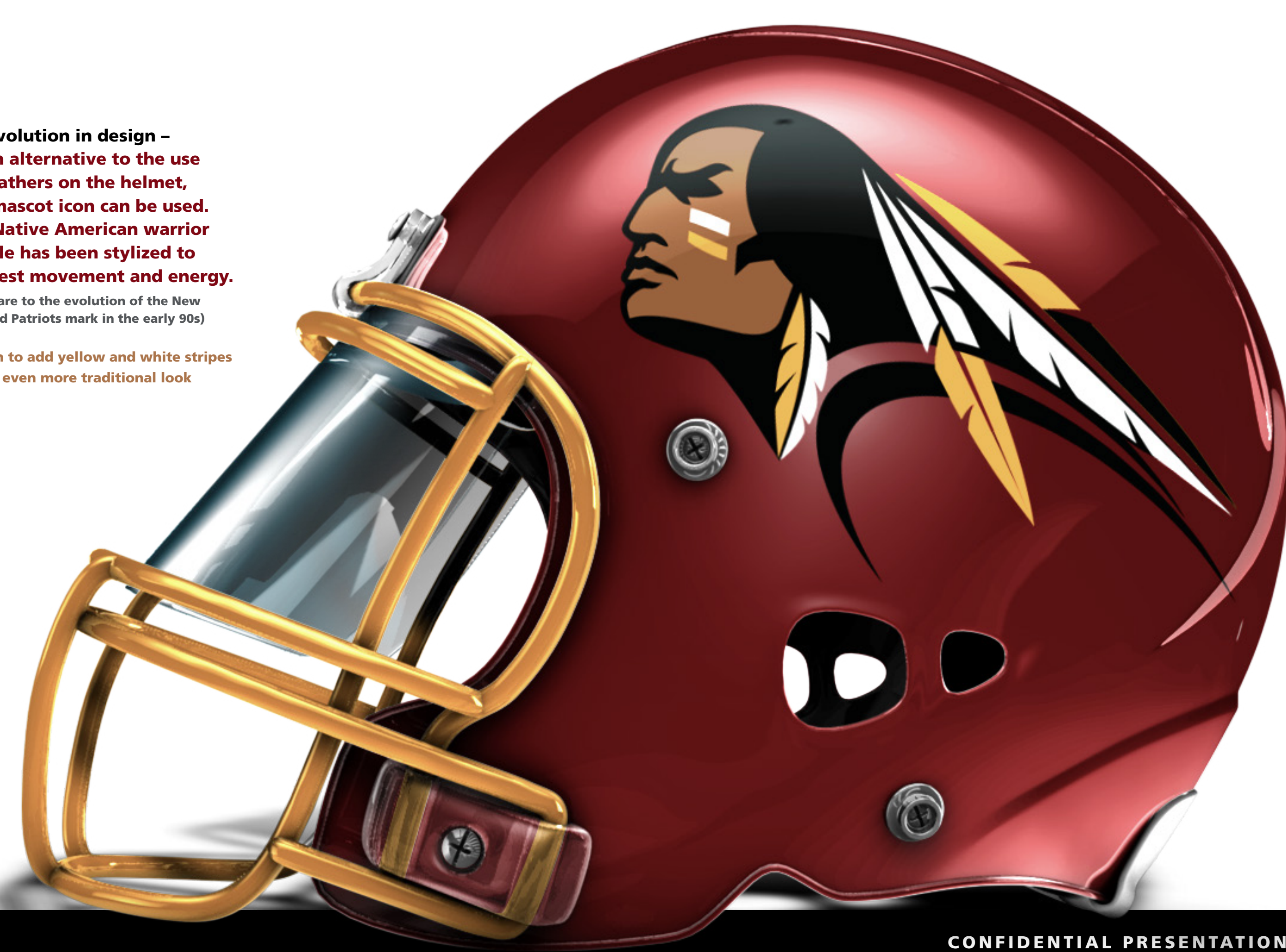
An evolution in design –
As an alternative to the use
of feathers on the helmet,
the mascot icon can be used.
The Native American warrior
profile has been stylized to
suggest movement and energy.

(Compare to the evolution of the New
England Patriots mark in the early 90s)

Option to add yellow and white stripes
for an even more traditional look

A more traditional helmet with the mascot

Mascot



**A new team name that
honors Native Americans,
the history of the franchise
and its fans, while remaining
attractive to the NFL, the
advertisers and the politicians**

A New Name

WASHINGTON

TM

PRIDE



Brand Mark





	Mascot Only	"Pride" in solid color	"Pride" with outline		
Black Shoulder					
Red Shoulder					
Tan Shoulder					
Black Shoulder					
White Shoulder					
Tan Shoulder					

Brand Mark Variations

Mascot only



Brand mark is a “signature mark” (symbol with name)



Feather motif on the helmet and uniform



Recommendation to use a motif on the uniform while maintaining a mascot brand mark



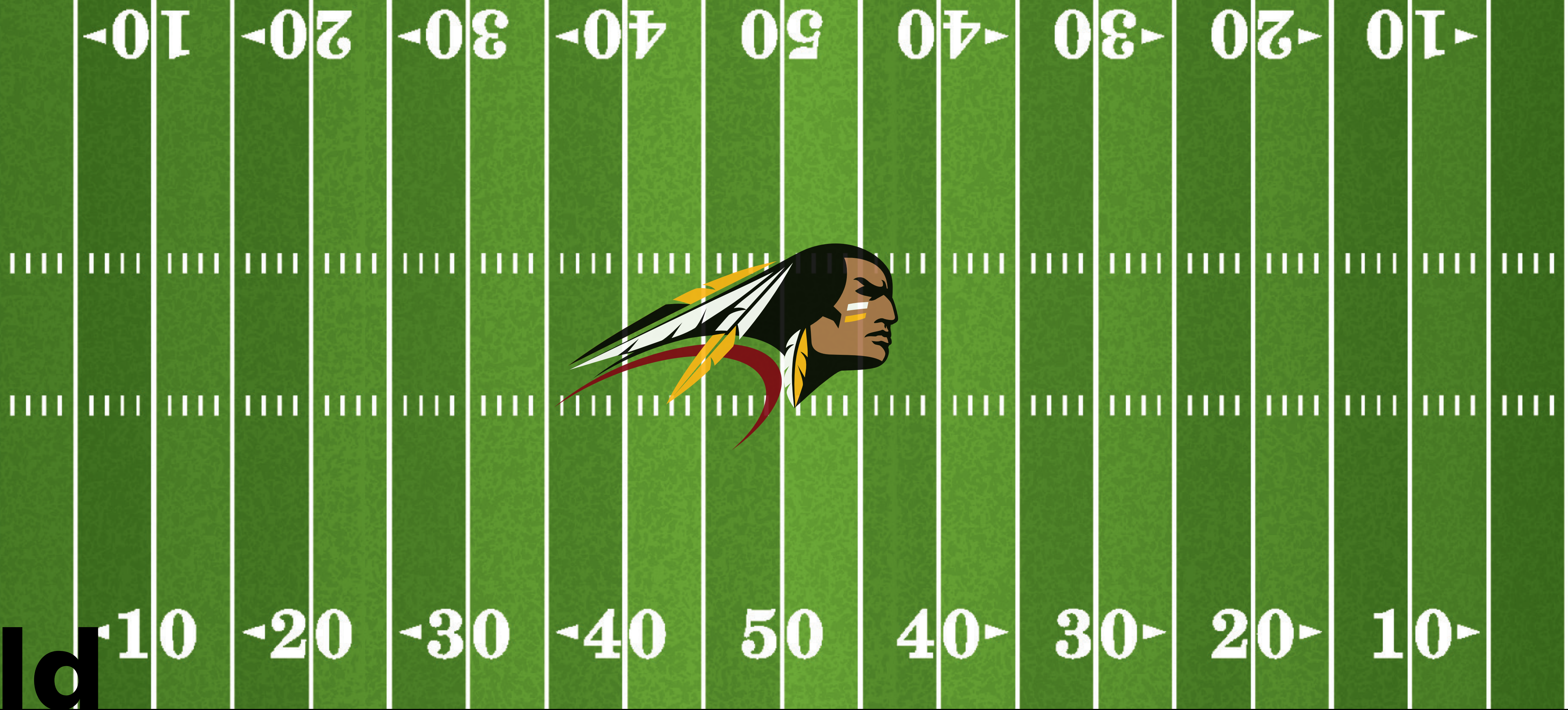
Alternative branding program where the mascot is used on the helmet

Brand Elements



FedEx Field

PRIDE



PRIDE







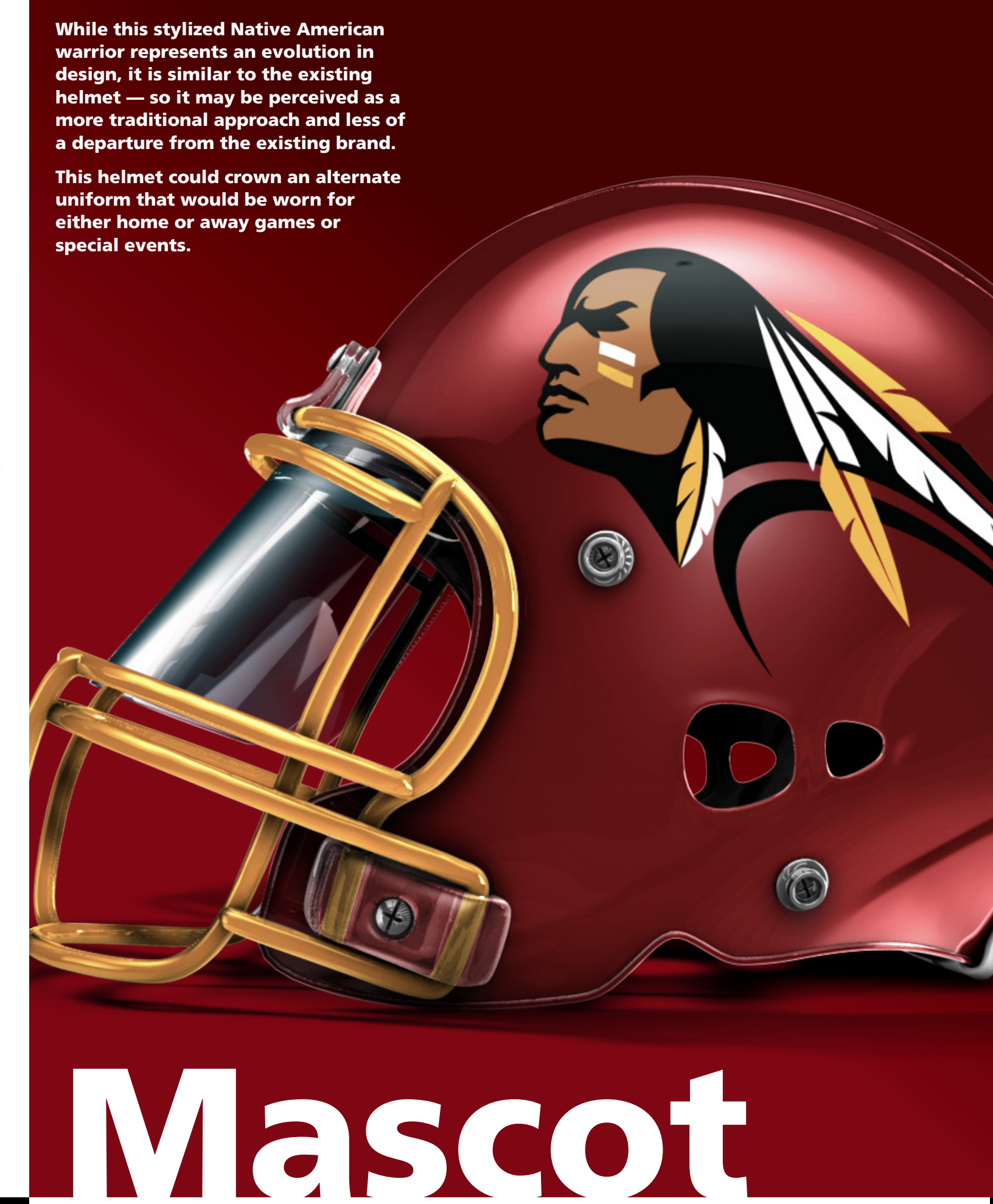
The Uniform



Recommendation to enhance the feather motif with the use of a black face mask.

Uniform

Motif



While this stylized Native American warrior represents an evolution in design, it is similar to the existing helmet — so it may be perceived as a more traditional approach and less of a departure from the existing brand.

This helmet could crown an alternate uniform that would be worn for either home or away games or special events.

Uniform

Mascot



Motif Alternate 1

Mascot Alternate 1

Motif Alternate 2

Mascot Alternate 2



Merchandise











WASHINGTON

A Brand Evolution

PRIDE™